

TOOL CHESTS FOR BOYS

Bearing the Famous
"BUDDY L"
Trade Mark



Every boy knows the BUDDY "L" line

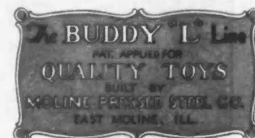
A wooden chest of lasting durability, 24 inches long, 12 inches wide, 7 inches deep, finished in colors—red body and black lid, trimmed with heavy black enameled corner irons and fitted with a Corbin Buddy "L" brass lock with two keys. Chests of all four numbers are of the same size and construction.

No. 1 contains 20 items to retail at.....	\$12.50
No. 2 contains 23 items to retail at.....	15.00
No. 3 contains 26 items to retail at.....	20.00
No. 4 contains 35 items to retail at.....	25.00

The completeness of the Buddy "L" line of Tool Chests and their prices make them more attractive to both dealer and customer than any others offered.

These Tool Chests will be advertised this Fall in many of the leading publications. Every boy who buys a Buddy "L" Tool Chest can obtain through you full size working drawings, furnished by the Buddy "L" Designing Department. These will encourage him to make larger and more elaborate articles. As he progresses he will feel the need of more tools—a positive method of keeping him in constant touch with your store.

Write in today for complete information on our sales plan, advertising and literature.



Buddy "L"

CHEST OF TOOLS

Ready for
CHRISTMAS

Dealers
find
it easy
to sell tools
like these

Buddy "L" No. 4 Chest of Tools includes: Diston saw, tri-square, gauge, file; Vaughn-Bushnell hammer; Millers Falls drill, nail set; Standard Tool Co. twist drill; Stanley brace, spoke shave, plane, rule; Greenlee Bros. bits, chisels, gauge; coping saw, vise, screw driver, pliers, pencil compass, carpenter pencil, oil stone, mitre box, wrench, nails and Buddy "L" apron to do the work in.

Wire for Sample

Display this Buddy "L" Chest of Tools for just one week. Base your Holiday order on the interest this sample creates. Buddy "L" Chest of Tools will build bigger Christmas trade for you.

**Moline Pressed
Steel Co.**

Dept. HA
East Moline,
Illinois

Ready for immediate shipment. First orders have priority on Holiday stock. Order now! Here's a self-selling gift that will build a big Christmas business. Mail coupon today for dealer discounts and descriptive literature.



Moline Pressed Steel Co.,
Dept. HA, East Moline, Ill.
Send dealer discounts and descriptive literature on Buddy "L" Chest of Tools.
Firm Name
Address
City State

Both son and dad
will want this Buddy "L"

Here's a tool chest with a dual appeal. Boys want it for the things they can make; Dads want it for the things they can fix. So attractively finished in red, black and gold boys just can't fight back the desire for this newest addition to the famous Buddy "L" line; packed chock full of useful tools Dads can't resist it, either.

Buddy "L" CHEST OF TOOLS

—not a chest of toys. Diston, Stanley, Vaughn-Bushnell, Greenlee Bros., Millers Falls, Standard and other Guaranteed tools make up this Buddy "L"—tools like those found on the shelves of the better hardware stores. Steel bound chest measures

24 x 12 x 7 inches, fitted with handles and sealed with a genuine Corbin lock. Inside and out this Buddy "L" is so finely made and so fully equipped as to instantly take first place in the hearts of all boys who want to build and all Dads who want to tinker.

Four Numbers in the Line

No. 4—35 items, retails at \$25.00

No. 3—26 items, retails at 20.00

No. 2—23 items, retails at 15.00

No. 1—20 items, retails at 13.50

(All chests standard in size and finish.)



This New Idea will increase your HOLIDAY Trade!



You never sold a tool chest like the Buddy "L." You never stocked one that sells so fast. For Buddy "L" has a double appeal—boys can't resist this steel bound, black and red, gilt trimmed chest that seals with a genuine Corbin lock; Dads see at a glance that the guaranteed tools inside the chest are needed every day in tinkering around the house.

Buddy "L" CHEST OF TOOLS

Packed with real tools—not toys. Hammers, saw, scroll saw, draw knife, plane, chisels, tri-square, mitre box, whetstone, drills, brace, bits and many other tools by such famous firms as Disston, Stanley, Vaughn-Bushnell, Greenlee Bros., Millers Falls and others—quality tools found on the shelves of better hardware stores everywhere—tools to use as well as amuse.

4 Numbers in the line

- No. 4—35 items
retails at \$25.00
 - No. 3—26 items
retails at \$20.00
 - No. 2—23 items
retails at \$15.00
 - No. 1—20 items
retails at \$13.50
- All chests standard—
24x12x7 inches

Made by the builders of famous Buddy "L," all steel indestructible TOYS for BOYS. Write for toy catalog.

Write for Catalog, price sheet, discounts on Buddy "L," All Steel Indestructible TOYS for BOYS.

Wire for Samples—Write for Discounts

Buddy "L" Chest of Tools is breaking all sales records in its field. A self-selling gift with a dual appeal that will increase your holiday business. Order samples (one of each number) at once by wire and write today for discounts and descriptive literature.

**MOLINE
PRESSED
STEEL CO.**

Dept. HA
East Moline, Ill.



Wire for Holiday Stock!



Buddy "L" CHEST OF TOOLS

Instant Shipment Now

Wonderful seller. Appeals to both boys and dads. Packed with real tools—not toys. Tools made by firms like Disston, Stanley, Greenlee Bros. and others just as famous.

Steel bound red and black chest (24x12x7 inches) fitted with handles and genuine Corbin lock. Inside and out this Buddy "L" is so finely made and so fully equipped as to instantly take first place in the hearts of all boys who want to build and all dads who want to tinker.

FOUR NUMBERS IN THE LINE

No. 4—35 items, retails at \$25.00. No. 3—26 items, retails at \$20.00. No. 2—23 items, retails at \$15.00. No. 1—20 items at \$13.50.

All chests standard size. Made by the builders of famous Buddy "L" all-steel indestructible TOYS for BOYS.

Wire for Holiday stock. Immediate shipment. Usual trade discounts. We honestly believe this gift is so good not a dealer will carry over a single Buddy "L" chest of Tools.

MOLINE PRESSED STEEL CO.,

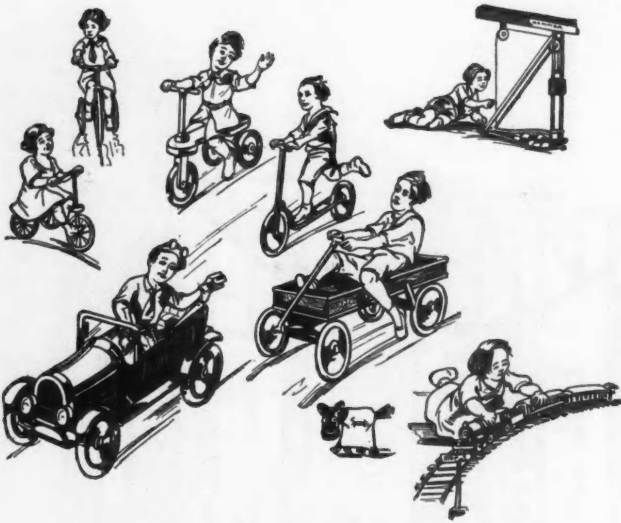
Dept. H.A.,

East Moline, Illinois

Builders of the World Famous Buddy "L" All Steel Playthings

New York Office—200 Fifth Ave., Room 320. San Francisco Office—Mr. Sweyd, 788 Mission Street.

Get the Children to ADVERTISE Your Store



And when one dealer in a small town can originate a "scheme" that sells \$500 worth of Toys in a single week it simply shows what can be done when one really tries.

Children are great advertisers because they are great talkers.

Sell a child a worthy Toy and every youngster in the neighborhood will soon hear where it came from and how it "goes" and they'll all want one just like it.

Besides,

Toys Pay Good Profits

And unlike some merchandise, good Toys are salable every month in the year.

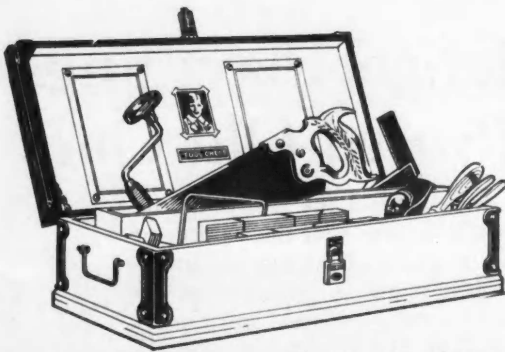
Obviously different dealers have different ideas about how Toys should be sold.

HARDWARE AGE is continually presenting such ideas. Interesting articles about how Brown or Smith or Jones built up a big Toy trade are always welcome in its columns and are eagerly read.

Read HARDWARE AGE each week and keep posted on what others are doing.

And while Toy trade may come to him who waits, the dealer who goes after it will get it first without waiting.

Hardware Age, 239 West 39th Street, New York City



A "Best Seller" ALL the Time

Here's a line that sells all year. Boys want it to make things with. Dads need it to tinker with. You can't beat this dual appeal as a self seller and profit maker.

Buddy "L" Chest of Tools

Not toys—real, the firms you know best—man-sized tools by (Disston, Stanley, Greenlee and others.) Packed in an iron bound chest that's painted red—it fairly shouts "STOP—LOOK—BUY!" Four numbers retail from \$13.50 to \$25—so when you make a sale you've sold something that means a worth-while product. Send this coupon for discounts.



MOLINE PRESSED STEEL CO.

Dept. HA.

East Moline, Ill.

Builders of the World Famous Buddy "L" All-Steel-Playthings.
Eastern Sales Office—200 Fifth Ave., New York
Western Sales Office—788 Mission St., San Francisco

MOLINE PRESSED STEEL CO.
Dept. HA. East Moline, Ill.
Send descriptive literature and discounts on Buddy "L"
Chest of Tools.

Firm Name
Address
Town
State